



**Ivan Jevic**

12/2, 4:41pm

I have to go, have to write an screenplay for tv ad, on the topic of fair trade



**Jóhanna Kulusuk**

12/2, 4:45pm

really???? interesting! We talk about it later

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Monday



**Ivan Jevic**

12/2, 11:39pm

hey we didn't talk about fair trade earlier.  
how would you explain to somebody who doesn't know what it is?



**Jóhanna Kulusuk**

12/2, 11:42pm

good question  
who does not know what it is. Germans?



**Ivan Jevic**

12/2, 11:42pm

i'm not sure



**Jóhanna Kulusuk**

12/2, 11:42pm

who is asking you to make this scribt



**Ivan Jevic**

12/2, 11:44pm

it's an open cempetiotion for film students and my friend and her boyfriend study  
film in studtgart and they asked me to help



**Jóhanna Kulusuk**

so... faritrade... for ... someone  
what do you think?



**Ivan Jevic**

12:18am

paying fair wages i guess....?



**Jóhanna Kulusuk**

12:23am

I see fair as being about not taking advantage of others, neither labor nor environment, you know... imagining the veil of ignorance.



**Ivan Jevic**

12:26am

but my question is how to quantify fair? take wages for instance is the idea to pay fair wages by german standards when working with african people in africa?



**Jóhanna Kulusuk**

12:27am

I think it is about fair to where that business takes place.

so if I buy cocoa from a cocoa farmer in coté d'or then i take into consideration what living standards are there.

what do you think?



**Ivan Jevic**

12:30am

if you live in africa and work for or with german company would you rather be paid fair by local standards? or paid well, ie. better than local standards?

i'd be annoyed by somebody telling me what's fair



**Jóhanna Kulusuk**

12:31am

most often they do not work for a german company, they sell their product to someone.



**Ivan Jevic**

12:32am

who finally sell it to some west company



**Jóhanna Kulusuk**

12:32am

sometimes it is really just the minimum needed, but some pay really fair

would you if you were used to not having that minimum wage?

like the idea of a minimum wage in Germany



**Ivan Jevic**

12:34am

my point being that this "niceness" about being fair perpetuates the condition of unfairness the only fair is to pay people the same wages where ever they happened to have been born

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Today



**Jóhanna Kulusuk**

10:29am

I totally agree with you. But I also think that this is connecting to the various index calculations and do is something that fair trade organizations have no control over. Yes, they can lobby for it, but at the end of the day this is a matter of the global economy and the nation-states have to fix. No?



**Jóhanna Kulusuk**

7:44pm

hey... one more thing about Fair Trade...

the reason it is important that you pay fair prices for a product (coffee, tea, sugar, cocoa...) is that then they can pay their workers. If they are forced to sell their product very cheap, and still meet demand of quantity, they will be "forced" to do it in a less fair way themselves... like human trafficking, child labor, etc



**Ivan Jevic**

7:48pm

what's in it for us? except feeling like the good guys



**Jóhanna Kulusuk**

7:49pm

what is in it for us? nothing.

why should there be something in it for you?

There is no often no relation between price and labor behind. So the prices of the product should actually be higher. Which is why i do not mind paying more for my products.



**Ivan Jevic**

7:50pm

just doing what's right?

my ad should address the "us" i need to ask my self this



**Jóhanna Kulusuk**

7:51pm

there should not be anything in it for you  
if you have two choices... then it should be obvious which to take



**Ivan Jevic**

7:52pm

so bottom line trade fair it's good for "them"



**Jóhanna Kulusuk**

7:52pm

the choices being A ) not fair trade product where someone has to suffer for the product to get to you B ) everyone getting a change for a good live  
the thing is... not everybody knows what is going on behind the scenes  
not everyone is willing to pay more  
and many people do not trust fair trade to be fair at all  
and others think they are paying someone in a western office to do a job  
i think all of this is bullshit



**Ivan Jevic**

7:54pm

ok so paying low means you support some unethical actions whether you are aware or that fact or not  
that can be my message



**Jóhanna Kulusuk**

11:50pm

hey ivo, can I ask a favor?  
may i use our conversation about fair trade on my blog?  
<http://sanscocoa.wordpress.com/>



**Ivan Jevic**

11:51pm

sure, just not the ideas for the screenplay that's still going on



**Jóhanna Kulusuk**

11:51pm

thank you. I was not sure how I would do this this year, but I think it would be nice to start with at least this discussion